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# UNITED STATES PATENT AND TRADEMARK OFFICE

| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---|---|---|---|---|
| 10/743,215 | 12/22/2003 | Michael Brinkman | 502119 | 7636 |

| | | |
|---|---|---|
| 53609 7590 01/14/2008 | | EXAMINER |
| REINHART BOERNER VAN DEUREN P.C. | | MARSH, STEVEN M |
| 2215 PERRYGREEN WAY | | |
| ROCKFORD, IL 61107 | | |

| ART UNIT | PAPER NUMBER |
|---|---|
| 3632 | |

| NOTIFICATION DATE | DELIVERY MODE |
|---|---|
| 01/14/2008 | ELECTRONIC |

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

RockMail@reinhartlaw.com

PTOL-90A (Rev. 04/07)

## DETAILED ACTION

This is the fourth office action for U.S. Application 10/743,215 for a Label Holder

for a Shelf Price Channel filed on December 22, 2003.


### Response to Arguments

The reply brief filed 11 October 2007 has been entered and considered. The

application has been forwarded to the Board of Patent Appeals and Interferences for

decision on the appeal.


### Conclusion

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Steven Marsh whose telephone number is

(571) 272-6819. The examiner can normally be reached on Monday-Friday from

8:00AM to 4:30 PM. Any inquiry of a general nature or relating to the status of this

application or proceeding should be directed to the receptionist whose telephone

number is (571) 272-3600. The fax phone number for the organization where this

application or proceeding is assigned is (571) 273-8300.


/SMM/

Steven M. Marsh

January 7, 2008

/Kimberly Wood/

Kimberly Wood

Primary Examiner